

Abstract of the Disclosure

The present invention provides for customizing a telephony ring signal to correspond to the originator of an incoming call. Preferably, a user will access an application server using a browser to associate audio files with telephone numbers of people who are expected to call the user. The application server will create an association between the audio files and the telephone numbers and download indicia bearing on the association to the user's telephony device. Upon receiving an incoming call from a number associated with an audio file, the telephone will play the audio file as the ring signal.